

Trusted Data for Impactful Advocacy Work



The Weber
Shandwick
Collective

About me

HEAD OF DATA SOLUTIONS
AT WEBER SHANDWICK

FOCUS ON SOLUTIONS THAT
DELIVER VALUE AND IMPACT

SENIOR THOUGHT PARTNER
AND STRATEGIC COUNSEL

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Today's advocacy landscape is complex, fast-moving, and fragmented

Media Fragmentation & the Rise of Newsfluencers

Surge in Stakeholder Expectations

Constant Policy Flux

Platform Instability

Algorithmic Information Ecosystems

Global Events with Local Ripples

Hyper-Polarization and Value Fragmentation

Within this
landscape,
keeping up means
making sense
of complexity
through real-time,
large-scale
data analysis.

What once felt
manageable
now demands
a deeper, more dynamic
understanding of
the environment.
Data brings clarity
to the chaos.

Data solutions to meet the moment

UNDERSTAND THE ENVIRONMENT

Narrative landscape analysis
Misinformation & Risk Detection
Polarization mapping

MAP STAKEHOLDERS

AI Stakeholder Scan
Discourse & Network Mapping
Stakeholder Value Mapping and Segmentation

DEVELOP ADVOCACY STRATEGY

Narrative Whitespace Analysis
Message and Narrative Testing
Narrative Simulation and Scenario Planning

ACTIVATE STAKEHOLDERS

Influencer and Amplifier Identification
Geo-Targeted Mobilization Analysis
Narrative/Channel Optimization

MEASURE IMPACT

Narrative Uptake and Penetration Tracking
Stakeholder Sentiment and Positive Shift Analysis

NARRATIVE & DISCOURSE INTELLIGENCE



STAKEHOLDER AND NETWORK MAPPING



AUDIENCE ANALYTICS/ SEGMENTATION



POLLING & PUBLIC OPINION RESEARCH



POLICY & LEGISLATIVE INTELLIGENCE



MOBILIZATION/ EXECUTION



CUSTOM ANALYSES



GENERATIVE AI



To fully embrace data in decision making, you need to **trust it**

Each “**T**” is an active practice that *builds toward trust*

THOROUGHNESS

Start with credible, well-sourced, and rigorously gathered data. Solid evidence is the foundation of any persuasive advocacy effort.

TRANSPARENCY

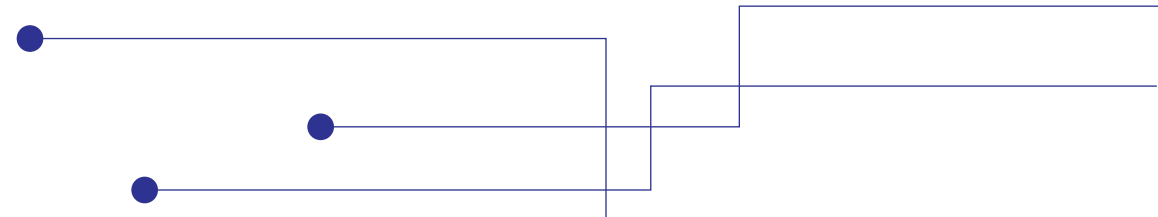
Be upfront about the strengths and limitations of your data, and clear about how you’re addressing any gaps.

TRANSLATION

Clearly communicate complex data in a way your audience understands and remembers.

THINK AHEAD

Anticipate your audience’s questions, concerns, and potential skepticism—and proactively address them to strengthen confidence.



Thoroughness

- Credible sources
- Rigorous analysis
- Triangulation

AI Callout



- Use as 'scouting' phase or thinking partner, not fact source
- Check and verify

STAKEHOLDER MAPPING EXAMPLE

Comprehensive Scan of Influence

- Media Fragmentation
- Online vs Offline
- Local vs Global

Analysis to Navigate Complexity

- Media Network Effect
- Shaper vs Spreader
- Issue Stance
- Goal Alignment

Transparency

- Summarize strength and weaknesses
- How you are addressing gaps
- Err on side of oversharing

AI Callout



- Output is seductive and believable
- Blind sides are real
- Explain how you are triangulating with other sources

TRUST

Translation

- Simplify the complex
- Make insights actionable
- Tailor to your audience
- Use visually compelling storytelling

**ACTIONABLE
INSIGHTS**

DATA

Lead with clarity.

We're flooded with information, but insight is harder than ever. The advantage goes to those who can translate complexity into action.

Think Ahead

- Put yourself in client shoes
- Anticipate questions and skepticism
- Proactively address to strengthen confidence

AI Callout



AI can simulate potential questions as well as approaches to address questions

1. How do you decide who counts as a stakeholder?

Skepticism: The definition may be too narrow or too broad — missing key voices or cluttering the map with irrelevant ones.

How to address it:

- Establish clear inclusion criteria based on **influence, interest, impact, or risk**.
- Use a tiered system (e.g., core, adjacent, peripheral) to show levels of relevance.
- Ground selection in **multiple source types** (e.g., policy roles, media visibility, community trust).

2. Are you capturing real influence or just visibility?

Skepticism: Some actors may be loud (on social or in media) but have little actual influence on decisions or communities.

How to address it:

- Combine **media/social influence metrics** with **formal power data** (e.g., lobbying records, votes, network roles).
- Run **network centrality** or **bridge node analysis** to see who shapes discourse across communities.
- Include **community validation** (via interviews or sentiment scans) for legitimacy checks.



3. Are you missing marginalized or less visible stakeholders?

Skepticism: If you're relying only on media, elite voices, or institutional data, you might exclude important grassroots actors.

How to address it:

- Include **local media, community orgs,** and **on-the-ground voices** in your data collection.
- Use **place-based mapping** and **trusted messenger scans** to surface legitimacy at the community level.
- Incorporate qualitative insights from **listening sessions, town halls,** or **local partners**.

Wrap Up

- The advocacy landscape is more complex than ever.
- Navigating it requires **continuous scanning and synthesis** of the information environment — as the foundation for informed human judgment.
- Fortunately, we now have the tools to extract **deep, nuanced insights** from increasingly complex data.
- **Real-time, in-depth analysis is no longer optional** — it's a baseline expectation with immense strategic value.
- But to fully realize that value, **trust in the data is critical**. Without it, adoption falters and impact falls short.

**Let the 4T's light
the way for you**

THANK YOU

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Yeah...

by @ksotiris



[Intro – soft, whispered tone]

Yeah...

You feel it?

Under the noise,
It's already speaking.

MADE WITH **SUNO**